

January 4th, 2008

FCC

Re: 07-172

Thank you for the opportunity to submit my comments regarding the AM on FM proposal that is before you. I live and work in rural Southwest Michigan, more specifically, the areas of St. Joseph and Cass Counties. Rural living gives our area its character, from the High School rivalries to the "regulars" sitting around the old coffee shop talking about the weather.

Agriculture is a major influence on our local economy, from the pork in Cass County to the soy beans and corn in St. Joseph. WLKM is an affiliate of the Michigan Farm Radio Network and through our AM station we broadcast daily reports of the Grain and Livestock, state and national AG news and local weather. Generations of farmers look to WLKM to provide them with this news and weather information so they can better make their living. The problem is, between the terrain and the power line interference our AM signal has a difficult time reaching this area effectively. An FM translator would allow these small communities to hear the information that they are straining to listen to now.

WLKM has been broadcasting local High School sports since the 1960's. Most all of these events were broadcast at night. As a "Daytimer" that means that our listeners that want to hear the sporting events on AM, can't. It is that simple.

When considering allowing AM on FM, please consider the benefits of the numerous small markets tucked away in rural America. This proposal, if allowed, would allow us to better serve our community with information that is relevant, meaningful and important to us.

Matt Loker